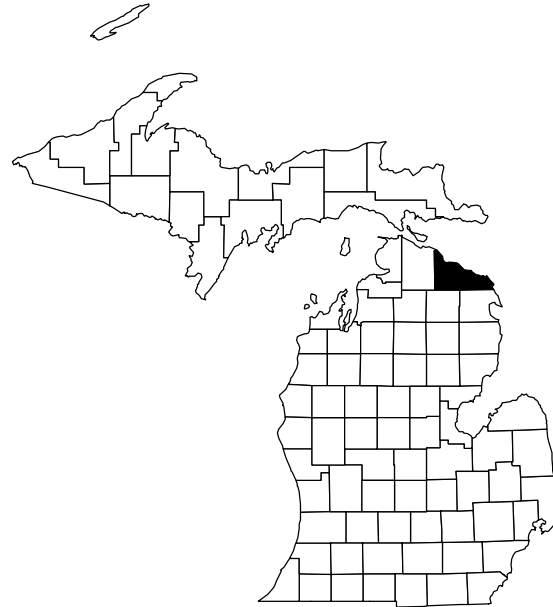


PRESQUE ISLE COUNTY TOURISM PROFILE

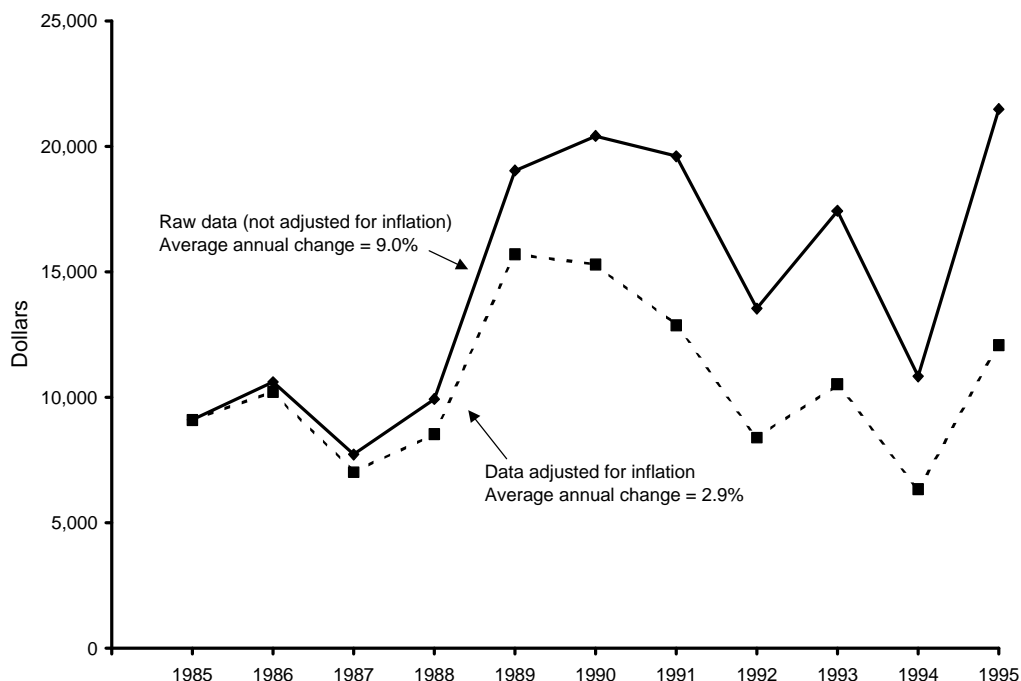
Prepared by Daniel M. Spencer, Dae-Kwan Kim, and Philip J. Alexander

October 1998

MSU Extension has prepared this profile to help developers, tourism professionals, public officials, and others make informed decisions regarding the travel and tourism industry in Presque Isle County. All statistics pertain to Presque Isle County unless otherwise noted, and are the most current available. Further assistance is available from the Travel, Tourism, and Recreation Resource Center at Michigan State University (517/353-0793) or the MSU Extension office in Presque Isle County (517/734-2168).



TRENDS IN STATE OF MICHIGAN LODGING USE TAX COLLECTIONS FOR PRESQUE ISLE COUNTY



NOTE: The lodging use tax is a state tax on the rental of a guest-room or cabin. To ensure comparability of statistics over the entire 10-year period shown, tax collections after May 1, 1994, when the tax rate increased from 4% to 6%, were adjusted so that they equaled what they would have been at the 4% rate. The comparable statewide average annual change figures are 6.3% in the case of raw data and 0.4% in the case of adjusted data.

SOURCE: Michigan Department of Treasury, Systems Division.

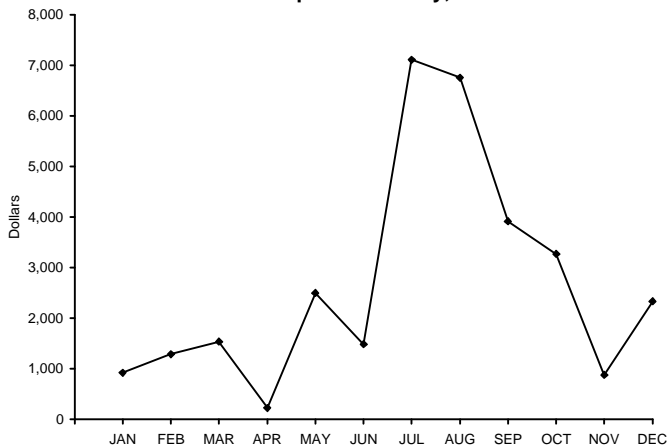
ESTIMATED MARKET SHARE, TRIP VOLUME, AND EXPENDITURES BY TOURISTS IN PRESQUE ISLE AND NEIGHBORING COUNTIES, 1996

<u>COUNTY OF MAIN DESTINATION</u>	<u>ESTIMATED MARKET SHARE</u>	<u>ESTIMATED NO. PLEASURE TRIP-NIGHTS</u>	<u>ESTIMATED DIRECT EXPENDITURES</u>
Alpena	0.8%	704,100	\$38,254,000
Cheboygan	1.8%	1,671,600	\$90,813,000
Montmorency	0.4%	377,500	\$20,511,000
Otsego	1.4%	1,300,800	\$70,668,000
Presque Isle	0.3%	281,600	\$15,298,000

NOTE: Estimates are based on results from a telephone survey being conducted by the Travel, Tourism, and Recreation Resource Center at Michigan State University. "Pleasure trips" are overnight or day trips to places at least 50 miles from respondents' homes that were made for enjoyment, including vacations, weekend getaways, shopping trips, and trips to visit friends and relatives. The study region consists of Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin, and Ontario. "Market share" is the percentage of pleasure trips to Michigan that originated from this region and had a given county as its main destination. Estimated pleasure trip-nights are the product of these percentages and a survey-based estimate of 93.8 million pleasure trip-nights in Michigan in 1996. Direct expenditures are the product of these percentages and a survey-based estimate of \$5.1 billion in direct pleasure trip expenditures in Michigan in 1996. Estimates do not include pleasure trip-nights or expenditures of travelers who resided outside the study region or who merely passed through a county. Estimates are preliminary and subject to revision as additional data become available. They should be used judiciously since they are in some cases based on small samples for a given county.

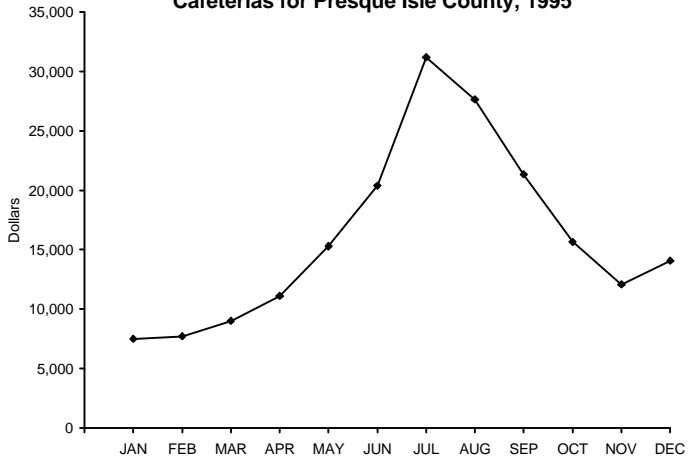
SEASONALITY IN ECONOMIC ACTIVITY

State of Michigan Lodging Use Tax Collections for Presque Isle County, 1995



SOURCE: Michigan Department of Treasury.

State of Michigan Sales Tax Collections of Family Restaurants and Cafeterias for Presque Isle County, 1995



SOURCE: Michigan Department of Treasury.

INDICATORS OF TRAVEL ACTIVITY FOR PRESQUE ISLE COUNTY

Estimated number of visits to Hoefft State Park (1996)	56,192
Estimated number of visits to Onaway State Park (1996)	39,430
Unadjusted (6%) State of Michigan lodging use tax collections (1995)	\$322,216

RECREATION AND TRAVEL RESOURCES

NATURAL RESOURCES

No. land acres in county (1989)	419,584
No. water acres in county (1989)	20,928
Total no. acres in county (1989)	440,512
No. acres of public recreation land (1990)	
National parks/lakeshores	0
National wildlife refuges	200
National forests	0
State parks and recreation areas	5,488
State boating and fishing sites	284
State game/wildlife areas	0
State forests	80,454
Other areas	0
Total	86,426
No. acres of publicly or privately owned forest land (1994)	311,400
Total no. acres of designated state or federal wilderness (1990) ...	0
Average no. inches of snowfall (1981/82-1990/91)	91.5
No. miles of Great Lake shoreline	69
Total no. miles of rivers and streams	301
No. miles of state or federal wild/scenic/natural river (1990)	0
No. inland lakes > 50 acres in size	26
Combined acres of natural or artificial lakes and ponds (1991)	15,504
Total no. acres of legislatively protected sand dunes (1989)	0
Natural heritage sites: Besser Natural Area-virgin white pines; sink holes near Shoepac Lake on state forest land off M-33; Thompson's Harbor State Park, home to a threatened wildflower, the Dwarf Lake Iris	

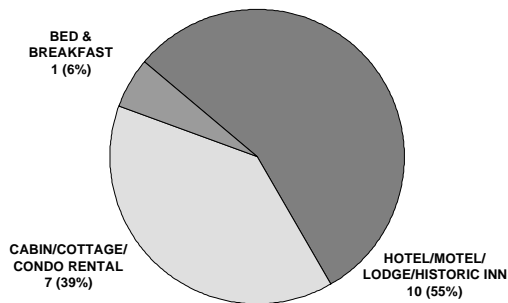
RECREATION AND TRAVEL FACILITIES

No. public access sites (1990)	20
No. recreational harbors on the Great Lakes (1990)	3
No. Great Lake marinas (1994)	4
No. Great Lake marina slips (1994)	256
No. licensed charter boats (1998)	3
No. 9-hole golf courses (1998)	1
No. 18-hole golf courses (1998)	1
No. agricultural markets/wineries/u-picks (1993)	2
No. miles of designated scenic highway (1990)	69
No. owned second homes (1990)	3,003
No. licensed food service establishments (1995)	
Table service	29
Fast food	10
Cafeteria	5
Bar only	17
Other	8
Total	69
No. boat liveryes (1990)	13
No. watercraft for rent (1990)	94
No. miles of groomed snowmobile trail (1998)	81
No. miles of hiking/skiing/mtn. biking trail (1994)	49
No. miles of designated off-road vehicle trail (1992)	28
No. museums (1990)	2
No. historical attractions open to the public (1998)	3
No. miles of interstate highway (1990)	0.0

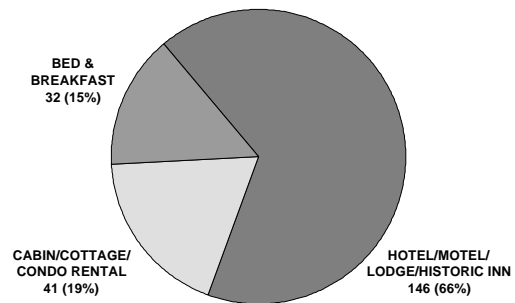
PRINCIPAL ATTRACTIONS AND EVENTS

P.H. Hoefft State Park; Onaway State Park; Cross-country skiing (near Rogers City, 4 groomed trails covering 50 miles); 81 miles of groomed snowmobile trails; recreational harbor facilities at Presque Isle, Hammond Bay, and Rogers City on Lake Huron; Onaway Speedway; Onaway Courthouse Museum; Old Presque Isle Lighthouse and Museum; Presque Isle Wooden Boat Show (June); Dancing Hippopotamus Arts/Crafts Festival, Huron Beach (July); Nautical City Festival, Rogers City (August); Herman Vogler Conservation Area; Ocqueoc Falls; Posen Potato Festival (September).

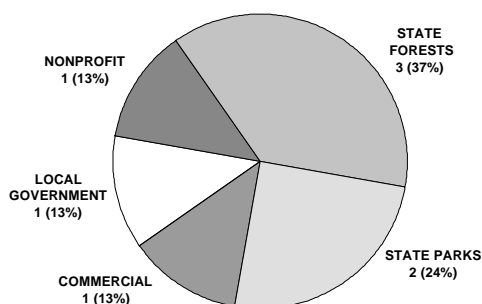
NO. COMMERCIAL LODGING ESTABLISHMENTS, 1990



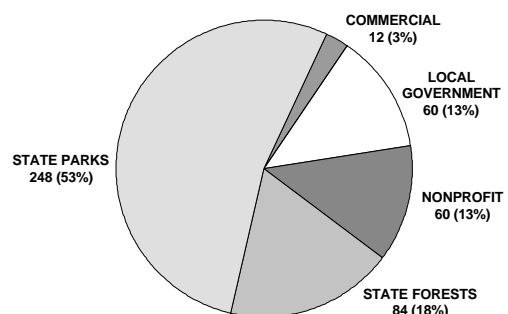
NO. GUEST-ROOMS IN COMMERCIAL LODGING ESTABLISHMENTS, 1990



NO. CAMPGROUNDS, 1990



NO. CAMPSITES, 1990



RANK IN RELATION TO OTHER MICHIGAN COUNTIES

<u>Variable</u>	<u>Date of Data</u>	<u>Value</u>	<u>County's Rank</u>	<u>Range of Ranks Statewide</u>
No. natural heritage sites	1990	3	4	1-7
No. historical attractions open to the public	1990	1	8	1-9
No. miles of designated scenic highway	1990	69.0	10	1-35
No. museums	1990	2	12	1-14
No. miles of Great Lake shoreline	n.d.	68.7	14	1-38
No. Great Lake marina slips per 1,000 residents	1994	18.25	14	1-41
Combined area of natural or artificial lakes and ponds	1991	15,504	15	1-83
No. licensed charter boats	1996	4	18	1-22
No. lifts or tows at downhill ski areas	1990	0	20	1-20
No. acres of publicly or privately owned forest land	1994	311,400	21	1-82
Average no. inches of snowfall (1981/82-1990/91)	Avg.	91.5	25	1-82
No. eating and drinking places per 1,000 residents	1995	4.84	27	1-74
No. miles of designated off-road vehicle trail	1992	27.5	28	1-38
No. miles of state-funded snowmobile trail	1990	43.6	29	1-47
No. licensed rental watercraft per 1,000 residents	1990	6.84	30	1-76
No. public access sites	1990	20	30	1-83
No. owned second homes	1990	3,003	31	1-83
No. acres of public recreation land	1990	86,426	32	1-83
No. agricultural markets/wineries/u-picks per 1,000 residents	1993	0.14	37	1-48
No. miles of designated hiking/skiing/mtn. biking trail	1994	48.74	38	1-79
No. miles of state or federal wild/scenic/natural river	1990	0.0	39	1-39
Total no. miles of rivers and streams	1944	301	47	1-77
Total no. units in commercial lodging establishments	1990	219	63	1-82
Estimated direct pleasure trip expenditures	1996	\$15,298,000	64	1-83
No. designated campsites	1990	464	67	1-81
Estimated population	1995	14,242	68	1-83
Total no. public golf course holes per 1,000 residents	1995	0.63	71	1-74

NOTE: This table is intended to provide an indication of the county's competitive advantages and disadvantages. Many types of tourism facilities are patronized by local residents as well as tourists. The number of such facilities in a given county is therefore a function of the county's population as well as its popularity as a tourist destination. To provide a meaningful indication of popularity in such cases, counts of facilities are presented as number of facilities per 1,000 residents. "Natural heritage sites" are scenic vistas, unique geological features, significant wildlife observation areas, or major waterfalls. Range of ranks statewide is not always 1-83 due to ties.

SOURCES OF STATISTICS IN THIS PUBLICATION

U.S. Bureau of the Census; Michigan Departments of Agriculture, Natural Resources, Public Health, Transportation, and Treasury; Travel, Tourism, and Recreation Resource Center at Michigan State University.

RESOURCES FOR FURTHER ASSISTANCE

- Onaway Area Chamber of Commerce: 310 W. State Street, P.O. Box 274, Onaway, MI 49765.
- Rogers City Travelers & Visitors Bureau: 540 W. Third Street, Roger City, MI 49779. (517) 734-4777.
- Presque Commerce Committee: 7361 South Albany Pointe Rd., Preseque, MI 49777. (517) 595-5095.
- Presque Isle Tourism Council: P.O. Box 96, Rogers City, MI 49779. (888) 854-9700.
- Rogers City Chamber of Commerce: P.O. Box 55, Rogers City, MI 49779. (517) 734-2535.
- Posen Chamber of Commerce: P.O. Box 75, Posen, MI 49776. (517) 766-8128. (517) 733-2874.
- Travel Michigan: P.O. Box 30226, Lansing, MI 48909. (517) 373-0670. Web site: <http://www.Michigan.org/>
- Travel, Tourism, and Recreation Resource Center, Michigan State University: 172 Natural Resources Building, East Lansing, MI 48824-1222. Phone: (517) 353-0793. Fax: (517) 432-2296. E-mail: dholecek@pilot.msu.edu Web site: <http://www.tourism.msu.edu/>



Travel, Tourism, and Recreation Resource Center
Michigan State University

